

US 23 Heritage Route  
Management Council Meeting  
Thursday, September 5, 2019 at 1 pm  
Location: Maritime Heritage Center, Alpena

## MINUTES

### **Present:**

Katie Wolf, Marlena MacNeill, Larry Clark, Brandon Schroeder, Adam Poll, Blake Gingrich, Mary Beth Stutzman, Kyla Schatz, Christina McEmber, Greg Sundin, Jim Klarich, Mary Ellen Jones, Belle Flora, Chuck Bennett, and Denise Cline.

Adam Poll called the meeting to order at 1:04 pm. The Council did not add any additional agenda items.

Motion by L. Clark, seconded by K. Wolf to approve the meeting minutes.  
Motion carried.

Minutes from September 25, 2018 stand approved.

### **Management Council Membership - officers:**

Denise Cline stated the bylaws did not allow for officers to serve more than two consecutive terms; therefore, Adam Poll was ineligible to serve. Motion by A. Poll, seconded by L. Clark to nominate Katie Wolf as the Chair and Marlena MacNeill as the Vice Chair. Motion carried.

The group discussed restructuring its membership to include representatives from specific communities and other interests, and whether the responsibility for appointing Council members should remain a duty of the Board of Commissioners. The group also discussed how the Council's purpose has evolved over time and began creating a list of possible groups to include on the Council. Denise Cline will update the bylaws and send them out for review. She will also be responsible for compiling a collective list of possible communities and interests to include on the Council based on suggestions received from Council members.

Denise Cline notified the group that Patty O'Donnell no longer works at MDOT and Marlena MacNeill notified the group that Doug Wilson retired from MDOT.

### **Corridor Management Plan Update:**

Denise Cline stated the Corridor Management Plan update would be funded through the program's \$5,000 annual budget. She stated the plan update would include updating traffic numbers, the goals and objectives, and the byway committee information.

Larry Clark spoke about his suggested edits for Chapter 5 of the Corridor Management Plan. The discussion included the location of the 45<sup>th</sup> parallel signs, adding examples, adding

ridesharing, adding routes that bypass Alpena, adding events, adding items to the guided activities list, and adding and renaming, if needed, pull off points.

Katie Wolf spoke about the difficulty of finding places due to the address inconsistency along the route. The Council discussed how the plan should incorporate how people are using technology to go to places and how wayfinding should be consistent and maintained. Denise stated there is site signage and wayfinding information in the plan, but it does not appear to be active in the field. Denise will update the plan to reflect Larry Clark's suggestions except for the route bypass and discovery suggestions, and will send the updated plan to the Council for review. Denise will also send out a Doodle Poll to the group to determine the best time to have an electronic meeting to approve and adopt the Corridor Management Plan since the plan update is due before the end of this year.

#### **Scenic Byways Maps:**

Denise Cline stated she has been working on the brochures and sending them to the Council for review. She said they will not go to print until October and will be distributed to welcome centers and to anyone who requests them through the website. Mary Beth Stutzman spoke about creating informational brochures about proper vessel usage and personal safety due to the injuries and deaths that are occurring on the Great Lakes. This information will be sent to Denise to incorporate into the brochures.

#### **Website:**

Denise stated the team has reviewed and rejected the proposed re-designs for the website, and she will be speaking with LIAA soon.

#### **Other Byways:**

Denise stated MDOT has asked her to manage three additional byways: M-22, M-37, and M-119 from October 1, 2019 until September 30, 2020.

#### **FY 2020 Program Activities:**

Denise plans to complete/maintain the website and update/distribute the brochures.

#### **Updates:**

**US 23 South Bay Corridor:** Larry Clark discussed developing a South Bay Business Alliance, acquiring property and developing the 45<sup>th</sup> Parallel/Peter Pettalia Memorial Park, continued development of Partridge Point Park, the extension of the Alpena Bi-Path, and developing a consortium for Partridge Point Park and the 45<sup>th</sup> Parallel/Peter Pettalia Memorial Park.

**Thunder Bay National Marine Sanctuary:** Katie Wolf updated the group on the heritage trail, the three new exhibits at the Heritage Center, and the mechanical failure of the Lady Michigan.

**NE MI GLSI:** Brandon Schroeder updated the group about the place-based activities occurring in Northeast Michigan and an article that was published in Green Schools Catalyst Quarterly.

**MSUE/Sea Grant:** Brandon Schroeder updated the group on the creation of a virtual trail that connects people with fisheries and is looking to cross connect it with the U.S. 23 route. Also, the organization challenged students to interview people along the Northeast Heritage Trail and write stories that are published online.

**Sunrise Coastal Coalition:** While there is no Sunrise Coastal Coalition, Belle Flora updated the group about the Oscoda CVB applying for trail town designation and the second phase of the bike trail being completed.

**MDOT:** Denise Cline mentioned that Tom Doyle has retired.

**DNR:** Blake Gingrich updated the group about the restaurant being scheduled to open in 2021 at the Presque Isle State Harbor and how the management planning for Rockport has been delayed. He spoke about new equipment, events, open positions, road improvements, electrical upgrades, campground remodeling, and the Michigan State Parks centennial.

**Tourism Reps:** Mary Beth Stutzman updated the group about working on a marketing campaign for the Alpena area, the future completion of a winter promo video, and their new hire, Kayla Schatz. Mary Ellen Jones updated the group on the events in Alcona.

**Heritage Coast Sailing and Rowing:** Brandon Schroeder updated the group on the upcoming 2019 conference in East Tawas. Katie Wolf updated the group about a program that has students in the court system build boats that are raffled by the Heritage Center.

**Counties:**

**Alpena:** Adam Poll updated the group about the construction on the airport terminal, the construction on the jail, and the remodeling of Besser School into senior housing. He also stated there are future projects with MEDC in the works.

**Alcona Township:** Marlena MacNeill updated the group about the installation of a barrier free kayak/canoe launch at Black River. The installation included interpretive signs and dredging of the river. She also stated they are working with MDOT to get wayfinding signs for the launch. Also, Alcona Township is resurrecting their EDC and have designated an area as an opportunity zone. The township has also hired a company to put up small towers that expand the broadband connection.

Meeting adjourned at 3:07 pm.  
Submitted by Christina McEmber